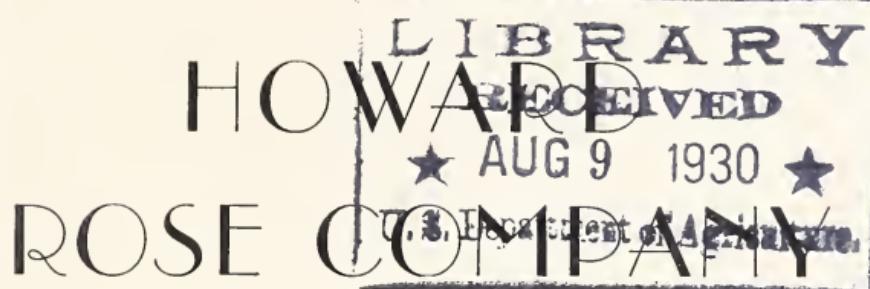


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6.09
1930-1931



Hemet, California

DEPENDABLE SERVICE IN
FIELD-GROWN
DORMANT ROSE BUSHES



Mme. Butterfly

SERVICE

To produce and offer only the new roses that have had fair tests, and to strive always to give satisfaction to every customer—that is the Howard Service Code.

The word “service” is much overworked nowadays. It is applied so broadly and so promiscuously that often it is almost meaningless. People who would like to accept the word at its face value are becoming suspicious of it. They have been fooled too many times.

To the Howard Rose Company the word “service” means:

Growing, in wide variety, the best plants
it is possible to grow.

Careful handling.

Prompt shipment.

Fair prices.

Advice regarding plants best suited to particular localities and climates.

Prompt attention to complaints, with the customer given the benefit of every doubt.

Frequent price lists.

To be always on the lookout for developments and innovations.

In short, to give absolute satisfaction to every customer.

A quarter of a century of service is the foundation of the Howard Rose Company of today. It has been our ambition to build a business that is never complete, never satisfied with things as they are—a business that advances with the years, always in step with modern methods and modern requirements.

To serve promptly, conscientiously, enthusiastically—that is our desire and our promise!

PROTECTING POLYANTHAS



To the great discomfort of Mr. Red Spider this two-horse blower distributes quantities of fine sulphur. The full-grown spiders do not specially care, but their lives are short. The sulphur fumes that kill the young generations, are quite strong even at midnight.



FORCERS

Our forcers are grown in open fields through two summers—in fact “Desert Climate Grown”—and the strong canes are cut back continually.

One good customer has written us:

“We always have had excellent luck with your polyanthas. We are planning on forcing no less than 1000 for Easter next year, and I want to get the varieties.

“Since we have used your stock we have had the finest roses we have ever grown, and we will appreciate any advice or help you can give us in this selection.”

We urge you to follow this customer's example while the assortment is complete. First cars leave for the East about the middle of November. Write for prices giving kinds and quantities desired.

LIST

Anna Mueller , P, pink	Golden Salmon , P, gold salmon
Baby Dorothy , P, pink	Ideal , P, dark scarlet
Catherine Zeimet , P, white	LaMarne , P, salmon-rose
Echo , P, rose-flesh	Mme. N. Levavasseur , P, crim
Edith Cavell , P, deep crimson	Orleans , P, geranium-pink
Ellen Poulsen , P, dark pink	Triomphe Oreleanais , P, cerise



THE OLD METHOD



In the early days of the Howard Rose Company's existence five men and six mules, with patient work, could harvest a few thousand rose bushes a day.

Note that the mules were provided with trousers. Their pathetic look while pulling through the fields of thorny bushes won for them their pants.

Surely the Society for the Prevention of Cruelty to Animals would approve!

Souv. de Claudius Pernet

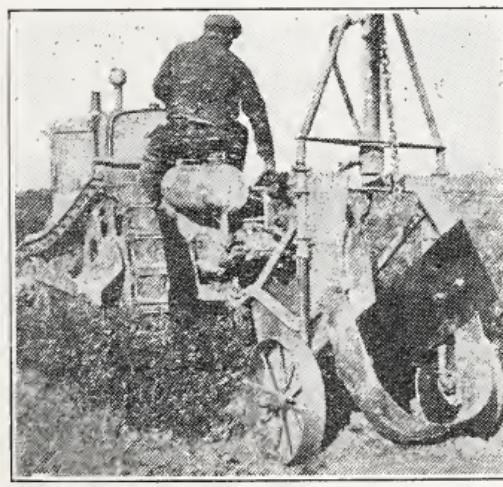


THE NEW METHOD

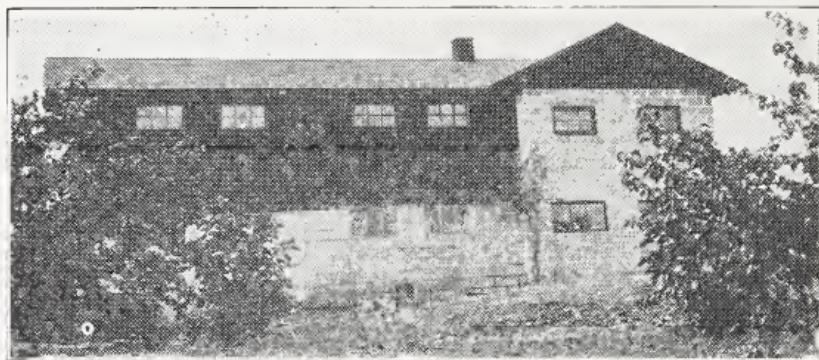


This 20-Holt one-man tree plow, with hydraulic lift operated from the driver's seat, is the last word in fast and efficient operation.

It is suited not alone to daylight operation, but when fitted with two strong headlights and one reverse light, it is run constantly, day and night, after the first fall frosts.



BEFORE AND AFTER



Before and after what?

The fire, of course!

Above is the old packing house with storage basement, hardly to be compared with our new and modern workshop and storage warehouse with more than 15,000 square feet of floor space, shown below.



FRESH AIR

We believe rose bushes in storage must have it; in fact, without ample fresh air mildew and storage rot will creep in.

Accordingly this year we installed a 10-horse-power fan with large pipes or flues leading to all parts of our storage cellar, some 13,000 square feet. This fan is operated several times a week at daybreak, the coldest part of the 24 hours. This forces new air to every part of the cellar and insures the fresh air the plants in storage seem to require.

And again, for the "ounce of prevention" we occasionally ask this fan to distribute a small quantity of sulphur, the very finest obtainable. It certainly can do it well.



Season 1930-31

PRICE LIST

(SUBJECT TO CHANGE)

Wholesale Only

Grade No. 1—Teas, Hybrid Teas and Polyanthas, 18 inches and up. Climbers and Hybrid Perpetuals, 24 inches and up. Three or more branches.

Grade No. 1½ or Medium—Teas, Hybrid Teas, and Polyanthas, 14 inches and up. Climbers and Hybrid Perpetuals, 18 inches and up. Two or more branches.

Grade No. 2—Teas and Hybrid Teas, 8 inches and up. Climbers and Hybrid Perpetuals, 10 inches and up. Two or more branches. NOTE—They are not culls, but sturdy, well proportioned plants at the price.

Large Assortments can seldom be completed in the first shipment.

Order in multiples of TEN. Ten or more at these prices.

Climbers

	No. 1	No. 1½	No. 2
	Each	Each	Each
Alida Lovett , HW, pink.....	.25c	.15c	.10c
American Pillar , P, pink.....		.15c	.10c
Aviateur Bleriot , HW, yellow.....	.30c	.20c	.15c
Banksia White , B, white.....	.25c	.15c	.10c
Banksia Yellow , B, yellow.....	.25c	.15c	.10c
* Belle of Portugal , HG, pink.....	.30c	.20c	.15c
Bess Lovett , W, crimson.....	.25c	.15c	.10c
Chaplin's Pink Climber , rich pink.....	.80c	.50c	.40c
Cherokee Pink , pink.....	.25c	.15c	.10c
Cherokee Ramona , red.....	.25c	.15c	.10c
Christine Wright , W., pink.....	.25c	.15c	.10c
CI Able Chatenay , HT, rose.....	.25c	.15c	.10c
CI American Beauty , HN, red.....	.25c	.15c	.10c
CI Baby Rambler , P, crimson.....	.25c	.15c	.10c
CI Caroline Testout , HT, pink.....	.25c	.15c	.10c
CI Cecil Brunner , P, pink.....	.25c	.15c	.10c
* CI Claudio Pernet , Per, yellow.....	.40c	.30c	.25c
CI Edouard Herriot , HT, copper-red.....	.30c	.20c	.15c
CI Etoile de France , HT, red.....	.25c	.15c	.10c
* CI General McArthur , HT, red.....	.30c	.20c	.15c

*Cl Golden Emblem, HT, yellow.....	40c	30c	25c
Cl Gruss an Teplitz, HT, scarlet.....	25c	15c	10c
*Cl Hadley, HT, crimson.....	30c	20c	15c
*Cl Hoosier Beauty, HT, crimson.....	30c	20c	15c
Cl Jon. J. L. Mock, HT, pink.....	25c	15c	10c
Cl K. A. Victoria, HT, white.....	40c	30c	25c
*Cl Lady Hillingdon, T, apricot.....	40c	30c	25c
*Cl Los Angeles, HT, pink to coral.....	40c	30c	25c
*Cl Mrs. Aaron Ward, HT, Indian-yellow.....	30c	20c	15c
*Cl Red Radiance, HT, red.....	40c	30c	25c
*Cl Sunburst, HT, yellow.....	30c	20c	15c
*Cl Sunstar, AB, yellow.....	35c	25c	18c
*Cl Willowmere, Per, shrimp-pink.....	40c	30c	25c
Cl Winnie Davis, HT, pink.....	25c	15c	10c
Crimson Rambler, P, crimson.....	25c	15c	10c
Dorothy Perkins, HW, pink.....	25c	15c	10c
Dorothy Perkins White, HW, white.....	25c	15c	10c
Dr. Huey, HW, crimson.....	30c	20c	15c
Dr. W. Van Fleet, HW, pink.....	25c	15c	10c
*Emily Gray, HT, yellow.....	40c	30c	25c
Excelsa, W, crimson.....	25c	15c	10c
Flower of Fairfield, P, crimson.....	25c	15c	10c
Gold of Ophir, HW, yellow.....	25c	15c	10c
Heart of Gold, HW, yellow.....	25c	15c	10c
Jacotte, HW, yellow to copper-red.....	30c	20c	15c
Lady Gay, W, pink.....	25c	15c	10c
*Marechal Neil, N, yellow.....	30c	25c	
Mary Wallace, HW, pink.....	25c	15c	10c
Pauls Scarlet Climber, W, crimson.....	25c	15c	10c
*Primrose, HW, yellow.....	40c	30c	25c
Rene M. Henriette, N, crimson.....	25c	15c	10c
Roserie, M, deep pink.....	25c	15c	10c
Shower of Gold, HW, yellow.....	30c	20c	15c
Silver Moon, W, white.....	25c	15c	10c
Tausendschoen, P, white to pink.....	25c	15c	10c
Violetta, HW, violet.....	25c	15c	10c

Polyanthas or "Baby" Roses

	No. 1 Each	No. 1½ Each	No. 2 Each
Anna Mueller, P, pink.....	25c	15c	10c
Baby Dorothy, P, pink	25c	15c	10c
Catherine Zeimet, P, white.....	25c	15c	10c
Cecil Brunner, P, pink.....	25c	15c	10c
Chatillion, P, bright pink.....	25c	15c	10c
Echo, P, rose-flesh.....	25c	15c	10c
Edith Cavell, P, deep crimson.....	25c	15c	10c
Ellen Poulsen, P, dark pink.....	25c	15c	10c
Erna Teschendorff, P, deep crimson.....	25c	15c	10c
*Eugene Lamesch, P, orange yellow.....	30c	20c	15c
*Frau Dr. Erreth, P, yellow.....	35c	25c	18c
George Elger, P, yellow.....	30c	20c	15c
Golden Salmon, P, (1926) gol. salmon.....	25c	15c	10c

* Gruss an Aachen , DP, salmon-flesh.....	30c	20c	15c
Ideal , P, dark scarlet.....	25c	15c	10c
LaFayette , DP, bright red.....	30c	20c	15c
LaMarne , P, salmon-rose.....	25c	15c	10c
Mme. N. Levavasseur , P, crimson.....	25c	15c	10c
Orleans , P, geranium-pink.....	25c	15c	10c
Perle d'Or , P, yellow.....	25c	15c	10c
Tip Top (Baby Doll) , P, pink.....	30c	20c	15c
Triomphe Orleanais , P, cerise.....	25c	15c	10c

Rugosa and Their Hybrids

	No. 1 Each	No. 1½ Each	No. 2 Each
* Agnes , HR, copper yellow.....	60c	40c	30c
Amelia Gravereaux , HR, carmine	25c	18c	
Blanc Dbl de Coubert , HR, white.....	25c	15c	10c
Conrad F. Meyer , HR, deep pink.....	15c	10c	
F. J. Grootendorst , PR, red.....	25c	15c	10c
F. J. Grootendorst Pink , PR, pink.....	35c	25c	18c
Hansa , HR, red to violet.....		15c	10c
Sarah van Fleet , HR, rose-pink.....	35c	25c	18c

Hybrid Perpetual and Other Hardy Varieties

	No. 1 Each	No. 1½ Each	No. 2 Each
* American Beauty , HP, red.....		20c	15c
* Baroness de Rothschild , HP, pink.....	35c	25c	18c
Black Prince , HP, dark crimson.....	30c	20c	15c
* Candeur Lyonnaise , HP, white.....	30c	20c	15c
Captain Christy , HP, silver-pink.....	25c	15c	10c
Captain Hayward , HP, crimson.....	30c	20c	15c
Coquette des Alps , HN, white.....	30c	20c	15c
Eugene Furst , HP, crimson.....	30c	20c	15c
* Frau Karl Druschki , HP, white.....	30c	20c	15c
General Jacqueminot , HP, crimson.....	30c	20c	15c
George Arends , HP, pink.....	25c	15c	10c
* George Dickson , HP, dark crimson.....	25c	15c	10c
* Harrison's Yellow , AB, gold-yellow.....	25c	15c	10c
Hermosa , C, pink.....	25c	15c	10c
Hugh Dickson , HP, crimson.....	30c	20c	15c
* Hugonis , lemon yellow	25c	15c	10c
Jubilee , HP, crimson.....	30c	20c	15c
* Juliet , AB, gold to red.....	30c	20c	15c
* Ludwig Moller , HP, light yellow.....	35c	25c	18c
Magna Charta , HP, bright rose.....	25c	15c	10c
* Marshall P. Wilder , HP, red.....	30c	20c	15c
* Mrs. John Laing , HP, soft pink.....	30c	20c	15c
Paul Neyron , HP, rose.....		15c	10c
* Princee C. de Rohan , HP, crimson.....	35c	25c	18c
* Selie d'Or , AB, yellow.....	25c	15c	10c
Ulrich Brunner , HP, red.....		15c	10c

Hybrid Teas, Teas, and Pernetiana

	No. 1	No. 1½	No. 2
	Each	Each	Each
* Abol , HT (1927) white.....	35c	25c	18c
* Adolph Karzer , Per, chrome-yellow.....	30c	20c	15c
* Amelia de Bethune , Per, (1923) coral.....	30c	20c	15c
* America, Hills , HT, rose-pink	30c	20c	15c
* Angele Pernet , HT, (1924) orange.....	35c	25c	18c
Annie Laurie , HT, flesh-pink.....	25c	15c	10c
* Annie Laurie , HT, flesh-pink.....	25c	15c	10c
Antoine Rivoire , HT, rose-flesh.....	25c	15c	10c
* Ariel , HT, (1922) orange-yellow.....	30c	20c	15c
* Arthur R. Goodwin , HT, copper.....	30c	20c	15c
Audrey , HT, (1922) deep crimson.....	30c	20c	15c
Betty , HT, coppery-rose.....	25c	15c	10c
* Betty Uprichard , HT, (1922) salmon.....	30c	20c	15c
* Blush Queen , HT, pink.....	25c	15c	10c
British Queen , HT, white.....	25c	15c	10c
* Cambria , Per, apricot to crimson.....	30c	20c	15c
Captain F. Bald , HT, crimson.....	25c	15c	10c
Capt. F. S. H. Cant , HT, (1923) pink.....	35c	25c	18c
Charles K. Douglas , HT, Scarlet.....	25c	15c	10c
* Charles P. Kilham , HT, (1926), orange-red..	60c	40c	30c
* Cheerful , HT, pink.....	35c	25c	18c
* Christine , HT, golden-yellow.....	30c	20c	15c
Clara Watson , HT, rose-flesh.....	25c	15c	10c
Clovelly , HT, (1924) pink.....	25c	15c	10c
Col. O. Fitzgerald , HT, crimson.....	25c	15c	10c

SHIPPING PERIOD WINTER AND SPRING

"THE HARVEST" starts at Christmas time (Winter) and all orders are filled in their rotation.

"LARGE ASSORTMENTS" can seldom be completed in the first shipment.

* Columbia , HT, pink.....	30c	20c	15c
* Columbia Silver , HT, silver pink.....	30c	20c	15c
Commonwealth , HT, deep pink.....	25c	15c	10c
* Comtesse de Cassagne , HT, copper-pink.....	30c	20c	15c
* Constance , Per, yellow.....	30c	20c	15c
Count. of Warwick , HT, lemon-yellow.....	25c	15c	10c
Covent Garden , HT, crimson.....	30c	20c	15c
Crimson Queen , HT, crimson.....	25c	15c	10c
Crusader , HT, velvety-crimson.....	25c	15c	10c
* Dame Edith Helen , HT, (1923) clear pink....	40c	30c	25c
* Doris Dickson , Per, (1926) orange.....	60c	40c	30c
* Duchess of Athol , HT, (1928) orange.....	60c	40c	30c
Duchess de Brabant , T, pink.....	25c	15c	10c
Duch. of Wellington , HT, yellow.....		20c	15c
* Duch. of Wellington , HT, yellow.....		20c	15c

* Duchess of York , Per, (1925) Gol-yellow.....	60c	40c	30c
Ecarlate , HT, scarlet-red.....	25c	15c	10c
Edel , HT, white.....	30c	20c	15c
Edith Part , HT, rosy-red.....	25c	15c	10c
* Edith Nellie Perkins , HT (1928) carmine.....	60c	40c	30c
Edward Mawley , HT, crimson.....	25c	15c	10c
* E. G. Hill , HT, (1929) scarlet.....	40c	30c	25c
* Eldorado , Per, golden-yellow.....	35c	25c	18c
* Elvira Armayo , Per, (1922) red.....	30c	20c	15c
Empire Queen , HT, (1925) cerise.....	30c	20c	15c
* E. P. H. Kingma , Per, apricot.....	30c	20c	15c
Esme , HT, creamy-white.....	30c	20c	15c
* Ethel James , HT, orange-pink.....	25c	15c	10c
* Ethel Somerset , HT, shrimp-pink.....	30c	20c	15c
* Etoile de Feu , HT, orange-pink.....	35c	25c	18c
Etoile de France , HT, velvety crimson.....	25c	15c	10c
* Etoile de Holland , HT, bright-red.....	30c	20c	15c
Evelyn , HT, white to rose.....	30c	20c	15c
* Evening Star , Per, golden-yellow.....	30c	20c	15c
* Feu Joseph Looymans , Per, yellow.....	40c	30c	25c
* Florence L. Izzard , Per, (1923) yellow.....	20c	15c	
Florex , HT, (1927) salmon to orange.....	30c	20c	15c
* Florex , HT, (1927) salmon to orange.....	30c	20c	15c
* Fentanelle , HT, (1927) yellow.....	30c	20c	15c
* Francis Scott Key , HT, deep red.....	30c	20c	15c
Frank W. Dunlop , HT, pink.....	25c	15c	10c
* Fred J. Harrison , HT, (1924) cardinal-red....	40c	30c	25c
* Geisha , Per, orange-yellow.....	30c	20c	15c
General McArthur , HT, scarlet.....	25c	15c	10c
General S. A. Janssen , HT, carmine.....	25c	15c	10c
* Georges Clemenceau , Per, orange.....	30c	20c	15c
* George H. Mackereth , HT, (1924), crimson ..	35c	25c	18c
* Gladys Benskin , (1929), salmon-yellow.....	80c	50c	40c
* Gladys Holland , HT, buff-pink.....	25c	15c	10c
* Golden Emblem , HT, yellow.....	40c	30c	25c
* Golden Gleam , Per, yellow.....	35c	25c	18c
* Golden Pernet , Per, (1928) golden-yellow.....	33c	20c	15c
* Gold Mine , HT, golden-yellow.....	40c	30c	25c
* Gooiland Beauty , Per, (1924) orange.....	30c	20c	15c
* Gorgeous , HT, orange-yellow.....	30c	20c	15c
* Grillodale , HT, (1928) pink.....	25c	15c	10c
Gruss an Teplitz , HT, scarlet.....	25c	15c	10c
* Hadley , HT, crimson.....	28c	15c	10c
Harry Kirk , T, yellow.....	30c	20c	15c
Helen Gould , HT, red.....	25c	15c	10c
Helen Taft , HT, pink.....	25c	15c	10c
Henriette , HT, orange-crimson.....	25c	15c	10c
Herman Neuhoff , HT, (1923) red.....	25c	15c	10c
* Herman Neuhoff , HT, (1923) red.....	25c	15c	10c
* Hoosier Beauty , HT, dark crimson.....	28c	15c	10c
Hortulanus Budde , HT, dark red.....	25c	15c	10c
* H. V. Machin , HT, crimson.....	30c	20c	15c
* Imperial Potentate , HT, pink.....	30c	20c	15c
* Impress , HT, cardinal red.....	60c	40c	30c

* Irish Fireflame , HT, copper.....	30c	20c	15c
* Isobel , HT, pink.....	30c	20c	15c
Janet , HT, pink.....	30c	20c	15c
* Jean C. N. Forestier , Per, carmine.....	25c	15c	10c
Jon. J. L. Mock , HT, pink.....	25c	15c	10c
* Joseph Baud , HT, orange-yellow.....	30c	20c	15c
* J. Otto Thilow , HT, (1927), rose-pink.....	35c	25c	18c
* Jules Tarbart , Per, salmon-pink.....	30c	20c	15c
June Boyd , Per, (1924) salmon.....	30c	20c	15c
Kaiserin A. Victoria , HT, white.....	25c	15c	10c
* Kaiserin A. Victoria , HT, white.....	25c	15c	10c
Killarney , HT, shell pink.....	25c	15c	10c

St. Louis, Salt Lake—Annually

FREIGHT PAID—Car lots are shipped to above “breaking” points.

At either place, we can hold in cold storage for a period if desired.

Killarney Dbl. White , HT, white.....	25c	15c	10c
Killarney Queen , HT, pink.....	30c	20c	15c
K. of K. , HT, scarlet.....	25c	15c	10c
La Detroit , HT, pink.....	25c	15c	10c
Lady Ashtown , HT, pink.....	25c	15c	10c
Lady Hillingden , T, apricot.....	30c	20c	15c
* Lady Margaret Stewart , HT, orange to yellow	35c	25c	18c
Lady Ursula , HT, pink.....	25c	15c	10c
La France , HT, silver-pink.....		15c	10c
Laurent Carle , HT, carmine.....	25c	15c	10c
* Leader , HT, cerise.....	25c	15c	10c
Lord Charlemont , HT, (1922) crimson.....	30c	20c	15c
* Lord Charlemont , HT, (1922) crimson.....	30c	20c	15c
* Lord Lambourne , Per, (1925), yellow-carmine	30c	20c	15c
* Los Angeles , HT, pink to coral.....	33c	20c	15c
* Lucinda , HT, (1927) bright rose.....	25c	15c	10c
* Lulu , HT, orange to copper.....	30c	20c	15c
Mable Turner , HT, (1923) shell-pink.....	30c	20c	15c
* Marcia Stanhope , HT, (1924) white.....		15c	10c
* Margaret McGredy , HT, (1928) oriental-red..	60c	40c	30c
* Marion Cran , HT, (1927) yellow.....	60c	40c	30c
* Mary Count. Ilchester , HT, carmine.....	25c	15c	10c
* Mary Pickford , HT, yellow.....	35c	25c	18c
* Maud Cumming , HT, (1923) pk to orange....		20c	15c
* Miss Lolita Armour , HT, pink to yellow.....	33c	20c	15c
Mme. Able Chatenay , HT, rose-salmon.....	25c	15c	10c
Mme. A. Chatenay Crimson , HT, crimson.....	25c	15c	10c
* Mme. Alexandre Dreux , Per, yellow.....	35c	25c	18c
Mme. Butterfly , HT, salmon.....	28c	15c	10c
* Mme. Butterfly , HT, salmon.....	28c	15c	10c
Mme. Caroline Testout , HT, pink.....	25c	15c	10c
Mme. Edouard Herriot , HT, copper.....	28c	15c	10c

*Mme. Emile Mayen, Per, (1924) gold.....	30c	20c	15c
*Mme. Henri Lustre, Per, (1924) red.....	30c	20c	15c
*Mme. Jules Bouche, HT, salmon-white.....	35c	25c	18c
*Mme. Leon Guenotte, HT, (1925) pink.....	30c	20c	15c
Mme. Leon Pain, HT, silver-pink.....	25c	15c	10c
*Mme. Paul Ollivary, HT, (1924) copper.....	30c	25c	15c
Mme. Pernet-Ducher, HT, yellow.....	30c	20c	15c
Mrs. Aaron Ward, HT, yellow.....	28c	15c	10c
*Mrs. Aaron Ward, HT, yellow.....	28c	15c	10c
*Mrs. A. R. Barraclough, Per, (1926), carmine...	60c	40c	30c
Mrs. A. R. Waddell, HT, saffron	28c	15c	10c
*Mrs. Calvin Coolidge, HT, yellow.....	35c	25c	18c
Mrs. Charles Bell, HT, pink.....	30c	20c	15c
Mrs. Charles Lamplough, HT, cream-white....	25c	15c	10c
Mrs. Charles Russell, HT, pink.....		15c	10c
Mrs. C. W. Edwards, Per, (1924) carmine.....	25c	15c	10c
*Mrs. E. P. Thom, HT, (1926), yellow.....	35c	25c	18c
*Mrs. Farmer, Per, Indian yellow.....	30c	20c	15c
*Mrs. F. R. Pierson, HT, red.....		15c	10c
*Mrs. George Shawyer, HT, pink.....	25c	15c	10c
*Mrs. Henry Bowles, HT, orange.....	25c	15c	10c
Mrs. Henry Morse, HT, salmon.....	25c	15c	10c
*Mrs. Henry Winnett, HT, crimson.....	25c	15c	10c
*Mrs. H. R. Darlington, HT, crmy-white.....	25c	15c	10c
*Mrs. John Mensing, HT, pink.....	25c	15c	10c
*Mrs. L. Swisher, HT, (1926), salmon	35c	25c	18c
*Mrs. Redford, Per, apricot-orange.....	30c	20c	15c
*Mrs. Wm. C. Egan, HT, pink.....	25c	15c	10c
*Old Gold, HT, orange.....		20c	15c
Ophelia, HT, salmon-pink.....	28c	15c	10c
*Ophelia Golden, HT, yellow.....	30c	20c	15c
Ophelia Supreme, HT, rose-pink.....	30c	20c	15c
Ophelia White, HT, white.....		20c	15c
*Padre, HT, copper-scarlet.....	30c	20c	15c
*Pink Pearl, HT, (1924) rose-pink.....	25c	15c	10c
*Premier, HT, pink.....	25c	15c	10c
Premier Red, HT, red.....	25c	15c	10c
*President Cherioux, Per, (1922) coral.....	30c	20c	15c
*Pres. Herbert Hoover, HT, (1930), scarlet-yel.	80c	50c	40c
President Wilson, HT, pink.....		15c	10c
Prince E. C. de Arenberg, HT, scarlet.....	25c	15c	10c
*Princess Marie Jose, HT, orange.....	35c	25c	18c
*Queen Alexandra, Per, vermillion.....	30c	20c	15c
Radiance, HT, pink.....	28c	15c	10c
*Radiance, HT, pink.....	28c	15c	10c
Radiance Red, HT, crimson.....	28c	15c	10c
*Radiance Red, HT, crimson.....	28c	15c	10c
Red Letter Day, HT, scarlet-crimson.....		15c	10c
*Rev. F. Page Roberts, HT, yellow.....	30c	25c	
*Rhea Reid, HT, velvety-red.....	28c	15c	10c
*Richard E. West, HT, (1924), lemon....	30c	20c	15c
Rose Dawn, HT, rose-flesh.....	30c	20c	15c
*Rose Hill, HT, rose-pink.....	35c	25c	18c
*Roselandia, HT, yellow.....	40c	30c	25c

Irish Elegance , HT, apricot.....	30c	20c	15c
* Rose Marie , HT, watermelon red.....	25c	15c	10c
* Revette Delizy , HT, yellow.....	30c	20c	15c
* Rudolph Valentino , HT, (1929) coral pink....	80c	50c	40c
Sensation , HT, red.....		15c	10c
* Simon Danmaury , HT, (1924) crimson.....	40c	30c	25c
* Simon Labbe , HT, apricot-yellow.....	40c	30c	25c
* Sir David Davis , HT, (1926) crimson.....	60c	40c	30c
* Souv. d Claudio Pernet , Per-yellow.....	33c	20c	15c
* Souv. d Georges Beckwith , HT, pink.....	30c	20c	15c
* Souv. d Georges Pernet , Per, red.....		20c	15c
* Souv. d H. A. Verschuren , HT, gold.....	35c	25c	18c
* Souv. d Mme. Boulet , HT, yellow.....	30c	20c	15c
* Souv. d Mme. Louise Crette , Per, gold.....	30c	20c	15c
Souv. d Pres. Carnot , HT, white-flesh.....	25c	15c	10c
* Sovereign , Per, golden-yellow	30c	20c	15c
Sunburst , HT, yellow.....	28c	15c	10c
* Sunburst , HT, yellow.....	28c	15c	10c
* Sunstar , HT, orange to yellow.....	40c	30c	25c
* Swansdown , HT, (1929), white.....	80c	50c	40c
Talisman , HT, (1929) scarlet to gold.....	50c	35c	28c
* Talisman , HT (1929), scarlet to gold.....	50c	35c	28c
Templar , HT, red.....	25c	15c	10c
* Theresa Z. Lambert , HT, rose-pink.....	30c	20c	15c
* Totty's Red , HT, scarlet.....	25c	15c	10c
* Vesuvius , HT, (1923) velvety-crimson.....	25c	15c	10c
Victory , HT, scarlet.....	25c	15c	10c
* Ville de Paris , HT, yellow.....	40c	30c	25c
* Westfield Star , HT, lemon-yellow.....	30c	20c	15c
* W. E. Wallace , HT, (1922) golden.....	25c	15c	10c
* Wilhelm Kordes , HT, (1922) golden.....	30c	20c	15c
* Willowmere , Per, pink.....		25c	18c
* William F. Dreer , HT, pink to yellow.....	30c	20c	15c
William R. Smith , HT, cream to pink.....	25c	15c	10c
Winnie Davis , HT, pink.....	25c	15c	10c

*—Grafted Varieties.



TERMS AND SHIPPING INFORMATION

Terms—60 days net, f. o. b. Hemet, California, to established Nurserymen, Seedsmen and Dealers, known to us, or to those who have necessary rating. THIRTY DAYS less 1%. TEN DAYS less 2%. For advance cash or cash with order before shipment, less 3%.

To the Trade Only—Prices shown are for first-class stock of the grade named.

The use of printed stationery as protection is desirable. If it is not used, the purchaser should state clearly his position. We print only wholesale trade lists, and do not desire or solicit retail orders.

Substitution—We do not substitute unless instructed to do so, and then label true name. Customers will save time by naming a second choice, to be supplied only when first choice is sold out.

Pro-Rata—As it is almost impossible to count roses in the field when partly grown, there is a feature of uncertainty about all orders booked before digging. Consequently we reserve the right to fill such pro rata.

Genuineness—We exercise great care to keep all varieties true to name and will replace on proper proof, all stock that may prove otherwise; but it is mutually agreed that we shall not be liable for any amount greater than the original price of the stock. All quotations made subject to stock being unsold when order is received, or loss by any and all unavoidable causes. Freight shipments travel at risk of purchaser.

Packing—Bales and boxes will be charged at near actual cost price. We make no charge for packing or delivery to railroad station.

Boxes 18x30 in.—3 ft. 10 in. @	\$1.50
Boxes 24x24 in.—7 ft. 10 in. @	\$2.00
Boxes 24x36 in.—7 ft. 10 in. @	\$2.50

We recommend express and will help pay the charges. Write us.

EXPRESS RATES FROM HEMET, Per 100 lbs. to

Atlanta	\$10.25	Kansas City	\$ 7.80
Boston	\$12.65	Memphis	\$ 8.85
Chicago	\$ 9.45	New Orleans	\$ 9.00
Cincinnati	\$10.15	New York	\$12.15
Dallas	\$ 6.75	Philadelphia	\$12.00
Denver	\$ 6.30	Salt Lake	\$ 4.40
Des Moines	\$ 8.40	St. Louis	\$ 9.05
Galveston	\$ 8.00	St. Paul	\$ 9.45
Houston	\$ 7.80	Washington	\$11.65
Jacksonville	\$10.80		

Our roses weigh about 350 pounds per 1000 No. 1 grade plants; 225 pounds per 1000 No. 1½ grade; and 125 pounds per 1000 No. 2 grade. Shipments weighing less than 100 pounds take a higher rate.



Mrs. Aaron Ward

THE BUNDLER

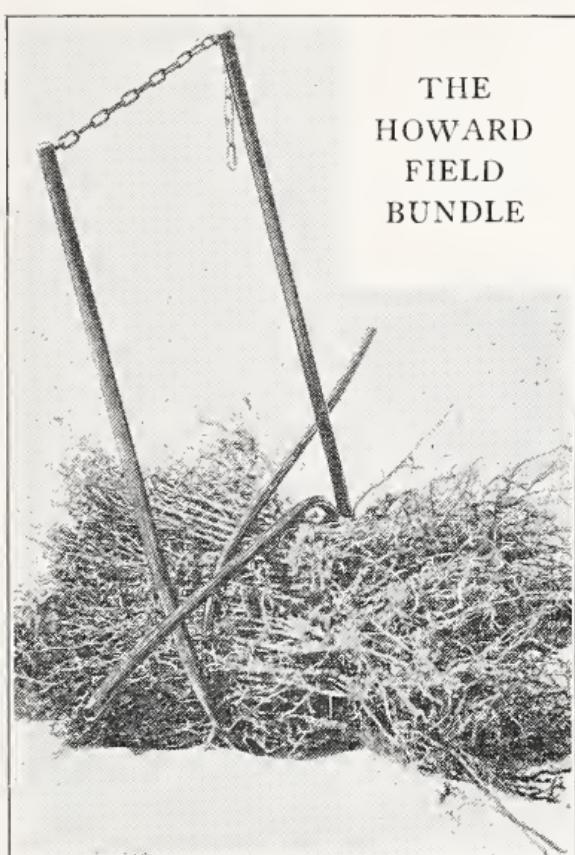
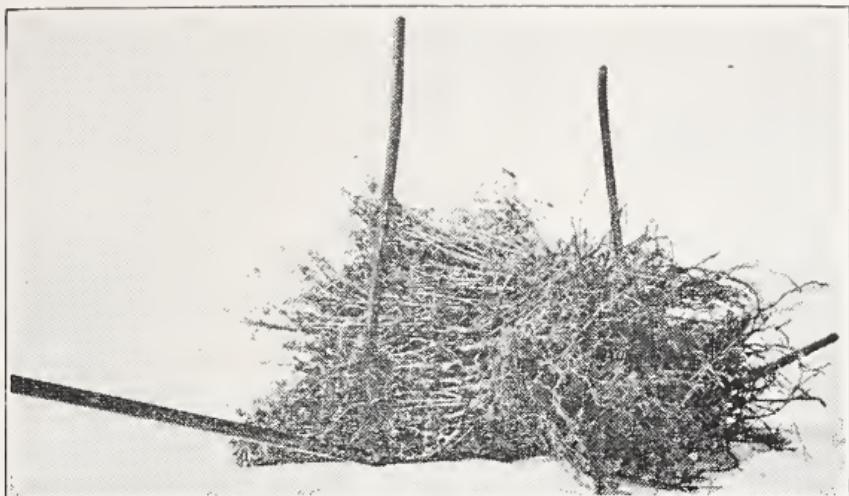
Necessity, they say, is the mother of invention.

In earlier days, time and patience were required to harvest a large field of rose bushes. It was a real task.

After the thorny, unruly plants were taken from the ground, it was still necessary to tie them in field bundles and carry them to the main packing house. This job was never accomplished satisfactorily until the "bundler" shown on the opposite page was developed.

It is quite simple, made of $\frac{3}{4}$ -inch water pipe with a sharp prong that pushes easily into the soft ground and holds it upright with open jaws to receive the plants. The hinged center allows the two sides to lap over, making a tight bundle fastened with a chain. It is reversed while being tied. Note the three positions pictured on next page.





WHAT SOME OF OUR CUSTOMERS SAY

COLORADO

I received your shipment of roses in fine shape and am well pleased with the stock.

IOWA

The roses came through in fine shape and in much better time than we expected. These look mighty fine to us. As you know this is our first attempt to handle shrubs outside of our seed business.

We believe with this good quality that we will be able to build up a demand for this stock as people are being attracted and are buying. As soon as we need more we will wire and in this way can get them in a few days.

INDIANA

The roses I received from you came in fine shape. They had better roots than I have been getting elsewhere.

KANSAS

Please send us the following roses as soon as they are ready to ship. These are for a special customer who is a rose fan. He says your roses are the best he has seen from any place.

I am well pleased with the quality and condition of roses just received and am enclosing check to cover.

MASSACHUSETTS

The roses ordered from you have arrived and are unpacked, and we are glad to say that they are perfect in every way.

MICHIGAN

We received the boxes of roses from St. Louis. They opened up in excellent condition.

We wish to say that these roses opened up as well as any roses we received this year and if we could de-

pend on getting this same quality of plants every season and having them arrive in equally good condition, we see no reason why we cannot do considerable business with you in the future.

MISSOURI

Please mail us your new price list as we will need some more of your roses next spring. Of the three hundred received this spring only one has died on our hands and we have received no complaints from our customers.

Enclosed find St. Louis draft for \$130.50 in full payment your bill for roses. The plants reached us in perfect shape and were highly satisfactory. Hope to do more with you this year and shall be pleased to receive your next catalogue and price list.

The rose bushes ordered have been received in good condition.

The bushes have a fine root system and are excellent plants in every respect.

NEW YORK

Enclosed find check for fifty-one dollars and fifty cents for the rose bushes received on February 3. I am well pleased with the roses and they arrived in good condition.

TEXAS

I cannot keep from commenting on the splendid condition of your stock. After its arrival here from California the plants looked as if they had been freshly packed. Thanking you for the prompt shipment.

Enclosed please find check. Roses were received in good condition and we are well pleased with same.

(Continued on Page 23)

WHOLESALE ORDER SHEET - - - PLEASE USE

HOWARD ROSE Co. HEMET, CALIFORNIA

HEMET,
CALIFORNIA

DATE

**Express
Freight**

NAME

Street, P. O. Box
or Rural Delivery

POST OFFICE

EXPRESS OFFICE (If different from P. O.)

COUNTY

STATE

Whether Check,
Draft or P. O.

AMOUNT ENCLOSED Money Order \$ _____

Quantity

1 1½ 2

Variety

Price

Quantity

1 1½ 2

Variety

Price

WHAT SOME OF OUR CUSTOMERS SAY

(Continued from page 20)

PENNSYLVANIA

I herewith enclose check in full. I am very well pleased with plants you send and will want about five hundred this fall. Send me your catalogue for selection.

UTAH

The rose plants we wired for last week were received and we wish to state that we are very much pleased with the quality of the stock you send and in the manner in which it was packed. This is the nicest stock we have seen for some time and we assure you that we will keep you in mind for another year. Thanking you for your kindness in taking care of our order as you did, we are,

Enclosed find check to cover May 1 statement. We wish to take this opportunity to thank you for the credit extended. Your service and stock was excellent and very satisfactory. It is a pleasure to do business with a concern of your type.

WASHINGTON

Enclosed please find check to balance our account. The roses were fine and we will need more of them next season.

CALIFORNIA

Beg to advise you of the arrival of the rose bushes yesterday. They arrived in good shape. I am well pleased with them.

The order of rose bushes I wrote you about yesterday has arrived in fine shape. I am well pleased with them and as soon as part are sold will send you another order.

We are greatly pleased with the stock purchased from your company and wish to say that we expect to come to Hemet some time later on in the season and purchase a great many more roses for this season's use. Thanking you for your courtesy and prompt attention, we are,



Golden Pernet

